E 6607

Reg. No..............................

Name...................................

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, SEPTEMBER 2024

First Semester

HISTORICAL PERSPECTIVES OF MANAGEMENT

(Common for B.B.A. and B.B.M.)

[2013—2016 Admissions]

Time : Three Hours   Maximum Marks : 80

Part A

Answer **all** *questions.*

Each question carries 1 *mark.*

Define the following :

1. Management.

2. Administration.

3. Bureaucracy.

4. M.B.O.

5. TQM.

6. Unity of Command.

7. Centralisation.

8. Informal Organisation.

9. Open System.

10. Authority.

(10 × 1 = 10)

Turn over

Part B

*Answer any **eight** questions.*
Each question carries 2 marks.

11. What is Universality of Management ?

12. What is Scalar Chain ?

13. What is Scientific Management ?

14. What is Functional Foremanship ?

15. Mention the major functions of management.

16. What is work study ?

17. What is MBE ?

18. What is illumination experiment ?

19. What is SWOT analysis ?

20. What are the levels of management ?

21. What is the principle of direct contact by Mary Parker Follet ?

22. What is quantitative approach to management ?

(8 × 2 = 16)

Part C

*Answer any **six** questions.*
Each question carries 4 marks.

23. What are the skills a manager should possess ?

24. "Management is both a science and an art". In the light of this statement, explain the nature of management.

25. Explain briefly the contributions of Peter Drucker to managmeent thought.

26. Explain the role of a manager.

27. Write a note on systems approach to management.

28. What are the limitations of M.B.O. ? How M.B.O. can be made effective ?

29. Briefly discuss the contributions of Behavioural Science Approach.

30. What are the merits and demerits of Scientific Management ?

31. Evaluate Bureaucracy in Management.

$(6 \times 4 = 24)$

Part D

Answer any **two** *questions.*

Each question carries 15 *marks.*

32. Explain the nature, scope and objectives of management.

33. What is Human Relations Approach ? What are its contributions ? What are its limitation ?

34. Describe in brief Fayol's principles of Management.

35. Define Management Information System. Discuss its significance.

$(2 \times 15 = 30)$